What is claimed is:

1   1.   A method comprising:
2   electronically enabling people who belong to an
3   enterprise to define a goal that is related to managing a
4   relationship with a customer of the enterprise;
5   providing a graphical user interface that enables the
6   people to cooperate to make complex decisions that will
7   advance the achievement of the goal; and
8   providing features in the interface that enable the
9   people to make the complex decisions in a manner that
10   inherently and continually improves their ability to make
11   subsequent complex decisions.

1   2.   The method of claim 1 in which the goal comprises
2   improving customer satisfaction.

1   3.   The method of claim 1 in which the features provided
2   in the interface include access to desktop applications for
3   creating documents, maintaining databases and spreadsheets,
4   and managing projects.

1   4.   The method of claim 1 in which the features provided
2   in the interface include access to enterprise customer
3   relationship databases.

1   5.   The method of claim 1 in which the features provided
2   in the interface include access to filtered lists.

1   6.   The method of claim 1 in which the features provided
2   in the interface include access to collaboration tools.

1   7.   The method of claim 1 in which the features provided
2   in the interface include access to assessment and growth
3   tools.

1   8.   The method of claim 1 in which the features provided

2   in the interface include a game environment that enables a

3   user to conduct a simulated activity associated with managing

4   a customer relationship.

1   9.   The method of claim 1 in which the features provided

2   in the interface include authoring tools that guide a user in

3   writing a story related to managing a customer relationship.

4   10.   The method of claim 1 in which the interface is

5   arranged to include a displayed area that identifies customers

6   with which the user of the interface is associated.

1   11.   The method of claim 1 in which the interface is

2   arranged to include a displayed area that identifies customer

3   projects with which the user of the interface is associated.

1   12.   The method of claim 1 in which the interface is

2   arranged to include a displayed area that identifies sources

3   of filtered information that is relevant to the activities of

4   the user of the interface.

1   13.   The method of claim 1 in which the interface is

2   arranged to include a displayed area that enables a user of

3   the interface to invoke customer management tools that enable

4   the user to participate in making complex decisions in a

5   manner that inherently and continually improves his ability to

6   participate in making subsequent complex decisions.

1   14.   The method of claim 1 in which the interface is

2   customized for each user to provide the user only with those

3   tools and information that he is permitted to access and that

4   are relevant to his work in managing customer relationships.

1   15.   A method comprising:

2   generating an overview computer screen for a worker, the

3   overview screen containing information on one or more

4   customers associated with the worker and information on one or

5   more projects associated with the worker;

6   generating a customer computer screen for a customer on

7   the overview computer screen when the worker requests

8   information on the customer;

9   generating a project computer screen for a project on the

10   overview computer screen when the worker requests information

11   on the project; and

12   filtering the information on the overview, customer, and

13   project screens based on an access level of the worker.

1   16.   article comprising a computer-readable medium which

2   stores computer-executable instructions, the instructions

3   causing a computer to:

4   provide workers in an organization with access to a

5   customer interface environment including data on customers of

6   the organization and projects related to the customers and to

7   a game environment providing simulations of real-world

8   scenarios involving the customers and the projects; and

9   allowing the workers to freely switch between the

10   customer interface environment and the game environment.

1   17.   An article comprising a computer-readable medium

2   which stores computer-executable instructions, the

3   instructions causing a computer to:

4   store data on a number of customers associated with an

5   organization;

6   store data on a number of projects related to the

7   customers; and

8   automatically provide a worker in the organization with

9   data received from sources internal to and external to the

10 organization relating to customers and to projects associated

11 with the worker.

1   18.   An electronic game environment comprising:

2   simulated personas of parties to the game, the personas

3   being defined in a manner that relates to customer

4   relationship management,

5   simulated roles of parties of the game, the roles being

6   defined in a manner that relates to customer relationship

7   management,

8   simulated activities that relate to customer relationship

9   management, and

10   simulated levels of play that relate to different levels

11 of complexity of customer relationship management.

1   19.   An electronic story creation environment comprising:

2   a storyteller facility in which a user can enter elements

3   of a story, a scenario builder that enables a user to create a

4   scenario associated with a story,

5   a what-if scenario builder that enables a user to create

6   a scenario associated with alternative possible hypotheses,

7   and

8   a case create facility that enables a user to format the

9   story as a case for later use.

1   20.   An electronic user interface comprising:

2   a map that illustrates relationships among members of a

3   team working on an enterprise management task,

4   the relationships being illustrated in a manner that

5   identifies the significance of the role of each member within

6   the team,

7   the relationships being illustrated in a manner that

8 identifies the frequency of interaction of the user of the

9 interface with other members of the team.

1   21. An electronic user interface comprising:

2   a map that illustrates relationships between a user of

3 the interface and a set of people who represent mentors of the

4 user, and

5   windows that display details about each of the mentors.

1   22. An electronic user interface comprising:

2   a facility that automatically assembles and displays a

3 history of communications and activities among members of a

4 team who are working on an enterprise task, and

5   a facility to annotate and manipulate the information in

6 the window to form the history into a case that can be studied

7 by others who are working on similar tasks.

1   23. An electronic user interface comprising:

2   a facility that guides a user in creating a story

3 associated with an enterprise task,

4   the facility including a graphical display of portions of

5 a story in accordance with a selected one of a set of

6 predefined story themes.